FINANCIAL LITERACY AND DECA MAKE $ENSE

FINANCIAL LITERACY IS A HUGE ISSUE

DID YOU KNOW?

57% of teens make purchases using their own money

17% but only maintain a budget

My Budget

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43 states (+D.C.) include the K-12 standards

35 states (+D.C.) require standards to be implemented

8 in 10 are concerned about finding a good job as an adult

58% worry about being worse off financially than their parents

17 states (+D.C.) where high school course is required to be taken

6 states (+D.C.) that require student testing

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3 in 4 turn to their parents for financial information

62% say their parents are good financial role models

Source: surveyofthestates.com

Source: article published at pionline.com.

BUT EDUCATORS NEED RESOURCES

The demand for personal financial literacy resources has never been greater, and DECA has developed an ever-expanding list of programs to help educators teach personal financial literacy standards and engage students in meaningful instructional activities. From competitive events to partnership resources to certification, there’s no better time to offer these DECA opportunities to your student members and consider additional ways to engage more students.

SEE HOW DECA CAN HELP
PERSONAL FINANCE describes the principles and methods that individuals use to acquire and manage income and assets. FINANCIAL LITERACY is the ability to use knowledge and skills to manage one’s financial resources effectively for lifetime financial security.

DECA utilizes the National Standards in K-12 Personal Finance Education which were created and are maintained by the Jump$tart Coalition® for Personal Financial Literacy. Broadly, students will be assessed on their knowledge of areas such as:

• **FINANCIAL RESPONSIBILITY AND DECISION MAKING**
  Apply reliable information and systematic decision making to personal financial decisions.

• **INCOME AND CAREERS**
  Use a career plan to develop personal income potential.

• **PLANNING AND MONEY MANAGEMENT**
  Organize personal finances and use a budget to manage cash flow.

• **CREDIT AND DEBT**
  Maintain creditworthiness, borrow at favorable terms, and manage debt.

• **RISK MANAGEMENT AND INSURANCE**
  Use appropriate and cost-effective risk management strategies.

• **SAVING AND INVESTING**
  Implement a diversified investment strategy that is compatible with personal goals.

PERSONAL FINANCIAL LITERACY EVENT
New for 2014-2015, DECA’s Personal Financial Literacy Event measures the personal finance knowledge and skills that students should possess. The Personal Financial Literacy Event is designed to measure a student’s ability to apply reliable information and systematic decision making to personal financial decisions through an exam and role-play scenario. This event is ideal for DECA members who are enrolled in personal finance and financial literacy courses. The H&R Block Dollars & Sense program provides a total of $37,500 in scholarships for the top 10 finalists at DECA’s International Career Development Conference.

FINANCIAL LITERACY PROMOTION PROJECT
The Financial Literacy Promotion Project provides an opportunity for DECA chapter members to demonstrate the skills needed in planning, organizing, implementing and evaluating a campaign to educate chapter members and the general public or an organized group about the importance of financial literacy. After learning the economic principles associated with financial literacy, chapter members will utilize their marketing skills to communicate the benefits of financial literacy to others. This event is a perfect application activity for students to demonstrate their learning of key personal financial literacy concepts.

VIRTUAL BUSINESS CHALLENGE – PERSONAL FINANCE
In the Virtual Business Challenge (VBC) – Personal Finance, DECA members operate a computerized business simulation to manage bank accounts, credit and debit cards, bills, credit scores, taxes, insurance and investing, and interpret actions, charts and graphs to make strategic financial decisions and optimize net worth. The simulation uses a competition version of the Virtual Business software. The VBC qualifying rounds are conducted via the Internet, where participants post competition scores for chartered association, regional and overall rankings.

FINANCIAL LITERACY CERTIFICATION
Beginning in 2014-2015, DECA members meeting the minimum score requirements on the new Personal Financial Literacy Exam at the chartered association and ICDC levels of testing will be eligible to obtain financial literacy certification through Working In Support of Education (w!se). Members or chapters will pay a small administrative processing fee to DECA and certification documents will be sent to the chapter. In some states, this can meet a graduation requirement that students must obtain an industry credential. Established in 2003, w!se’s Financial Literacy Certification Program has been widely recognized for its success, earning the U.S. Treasury Department’s John Sherman Award for Excellence in Financial Education.
Many of DECA’s partners provide specific resources available to DECA advisors and members in the areas of personal financial literacy.

**American Institute of CPAs (AICPA)**

AICPA has resources to help students understand their personal finances through every stage of life. Given the challenges students can face when going through school with student loans, credit cards and even saving those funds from summer internships, resources can help with their day-to-day financial health.

- [www.feedthepig.org](http://www.feedthepig.org) and [www.360financialliteracy.org](http://www.360financialliteracy.org)

**H&R Block Dollars & Sense**

H&R Block Dollars & Sense helps give young people the understanding they need to manage their personal finances. Resources, including lesson plans, workshops that are ideal for DECA’s Financial Literacy Promotion Plan and videos, are available.

- [www.hrblockdollarsandsense.org](http://www.hrblockdollarsandsense.org)

**Jump$tart Coalition for Personal Financial Literacy**

The Jump$tart Coalition for Personal Financial Literacy is a coalition of organizations that share a commitment to advancing financial literacy among pre-school through college-age youth and working collaboratively toward effective financial education. They created and maintain the National Standards in K-12 Personal Finance Education.

- [www.jumpstart.org](http://www.jumpstart.org)

**Knowledge Matters, Inc.**

Knowledge Matters is the creator of the Virtual Business – Personal Finance and the DECA competitive events companion designed to use a computer simulation to help students learn key personal financial literacy skills.

- [www.knowledgematters.com](http://www.knowledgematters.com)

**Working In Support of Education’s Financial Literacy Certification Program**

Working In Support of Education’s Financial Literacy Certification Program provides high school students with access to financial education and the opportunity to become certified financially literate.

- [www.wise-ny.org](http://www.wise-ny.org)
With all of these terrific resources and opportunities focused on personal finance, consider how you will integrate them into your DECA chapter and school. Here are a few ideas.

- If your personal finance students haven’t joined DECA before, now they can get even more out of DECA with competitive events specifically related to their coursework. Encourage them to join DECA and take advantage of our competitive events.

- If you’re teaching personal finance, integrate the resources provided by our partners like AICPA, H&R Block Dollars and Sense, Jump$tart, Knowledge Matters and w!se into your classroom instruction.

- This is a great opportunity to grow your chapter! With so many personal finance events, encourage those teaching personal finance in your school to take advantage of DECA’s resources by becoming a fellow advisor and offering membership to their students.

Learn more at www.deca.org.

J.P. Taravella DECA took full advantage of DECA’s Financial Literacy Promotion Project as part of a chapter activity last year that not only helped increase financial literacy among 300 students but also expanded exposure of the DECA program.

“We are always looking to see how we can take the financial literacy lessons learned through our Academy of Finance into the broader population and this project idea seemed like a great way to reach a lot of students,” said J.P. Taravella DECA advisor, Laurie Acosta.

Sophomore Aaron Mitchell and junior Ambalika Tirado-Langal were inspired to approach the topic of financial literacy after viewing the ESPN 30 For 30 documentary, “Broke.” They invited all student athletes at their school to attend, “Makin’ It Rain Won’t Help Your Game,” in which students took a brief financial literacy survey, watched an edited version of “Broke,” and participated in a Q&A with three former professional athletes – Miami Dolphins tight end Ed Perry, Ty Douthard from the Cincinnati Bengals and Tommy Collaro, who played for the Chicago White Sox. The students then transitioned to presenters from 10 different business partners, ranging from credit unions, financial advisors and banks before taking a post-test. The top 30 scoring students were invited to a guest luncheon with the special guest pro athletes.

Mitchell and Tirado-Langal then turned their chapter activity into DECA’s Financial Literacy Promotion Project and presented it at their association career development conference.